

The Medical Post

2012 MEDIA KIT

Where you can find us: **7 tips for screening for domestic violence** | **Cruise contest**

The Medical Post

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Urine test for colon polyps may also be applied to other conditions, Canadian researchers say

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Where you can find us: **7 tips for when you're subpoenaed** | **Cruise contest**

The Medical Post

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The Medical Post

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The Medical Post

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A MESSAGE FROM THE PUBLISHER AND EDITOR

The Medical Post

A message of optimism and opportunity

These are truly exciting times for *The Medical Post* and our growing community of readers and advertisers.

As we look towards the coming year and beyond, we will be repositioning *The Medical Post* to reflect the evolving needs and wants of our readers.

With the most recent industry readership results, plus trends confirmed in our own exhaustive surveying of our readers in 2011, we have set a course to connect with our audiences in new and exciting ways, beginning early in 2012.

Will we still have our cornerstone coverage of the very best in medical politics, clinical news and lifestyle features? Of course we will.

But as demographics shift, and as technology allows us to deliver information to our readers anywhere and at any time, we will be redesigning and evolving *The Medical Post* as a *tabloid newsmagazine* in print.

We will be re-balancing our focus to become a quicker,

easier and more visually appealing read. We will place more emphasis on practical clinical content, helpful tips around the office, engaging backgrounders/analysis, and perspectives that resonate with our readers' professional and personal lives. There will be more "personality." And we'll continue to have some fun too, a quality our readers have always appreciated.

Our new approach maintains our dedication to our strong foundation of readers who have traditionally made *The Medical Post* first in readership and leadership.

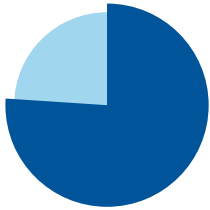
It will also provide a welcoming environment for young doctors, the growing female physician population, the family physician seeking useful clinical guidance, and those doctors seeking more information relevant to their home province, and day-to-day practice. And it will arrive more often as well as we'll be increasing our frequency from 20 to 23 times yearly, another positive investment for the year and years ahead.

It's our commitment to serve and grow our vibrant community of readers, and to provide them with a publication that is wanted, needed, and as always, engaging, educational, and entertaining.

We invite you to be a part of something new. And something special.



READERSHIP



76% of physicians (English) read *The Medical Post*

#1 in EXPOSURES

#1

English publication to deliver most EXPOSURES of:

- Total Physicians
- Total Specialists
 - Psychiatrists: #1 among closed set
 - Cardiologists: in practice for at least five years
- 20+ years in current field of practice
- Physicians in solo or group office practices
- Census metropolitan area (CMA) physicians
- Rural areas
- Ontario

#1

publication to REACH busy practitioners:

- High prescribers (25+ prescriptions/day)
- High volume patient doctors (45+ patients per day)
- Physicians in solo practices – running their own show
- Physicians who see all or most pharmaceutical reps
- Physicians who regularly visit pharmaceutical company websites (daily/weekly)
- Physicians attending 6+ medical conferences
- Participate in detailing online or phone

Source: PMB MMS 2011 Study, English

Prescribers

- *The Medical Post* GP readers write an average 28 prescriptions a day, for a total of 356,280 prescriptions per day
- Leading-edge: *The Medical Post* GP readers more likely than physicians in general to prescribe new drugs as soon as they are released

Base: English GPs

Connected ONLINE

- 7,832 regular visitors (monthly/weekly/daily) with *The Medical Post* website, CanadianHealthcareNetwork.ca
- 1,092 weekly visitors
- 2,241 monthly visitors
- 169 daily visitors – #1 to attract more daily visitors than any other measured publication websites*
 - 77% of daily visitors are GP/FMs

Base: Total Physicians

***The Medical Post*
delivers up to 61%
MORE PAGE EXPOSURES
than other national
publications**

Medical Post readers as influencers

- Average household income: \$185,000
- Average time reading per month: 45 minutes
- 62% are involved in business purchase decisions for their practice
 - 40% are involved in IT business purchase decisions
- 91% have taken action as a result of reading *Medical Post*
 - 69% have discussed an article or called it to someone's attention
 - 65% have clipped, copied or filed an article for future reference
- 2 in 5 readers often find themselves talking about something they've read in *Medical Post*

In the digital world

- 40% access information via mobile devices (i.e. Blackberry, iPhone)
- 27% download apps
- 50% watch online video/podcasts
- 70% make travel arrangements online and 53% manage their finances/investments online
- 94% have a mobile device: 49% have cell / 44% have smart-phone

Source: 2010 Readership survey, Rogers Audience Intelligence Dept.

WE'RE READ AND APPRECIATED BY OUR READERS



***The Medical Post* — winner of more editorial awards than any other medical publishing company in Canada!**

On our variety of offerings:

“Basically I’m not a newspaper reader... Your publication, however, drew me in with its combination of humour, leisure, and the medical articles of course.”

Dr. Gisele Viensbox, St. Claude, Man.

On being essential reading:

“The Medical Post is the only magazine/journal that I always read.”

Dr. Norm Pinsky, Lewis Lake, N.S.

On how we are read:

“Excellent reporting. I always look forward to receiving the next issue and read it from cover to cover.”

Dr. Jagl Desai, Brantford, Ont.

On editorial leadership:

“Your editorial on the media-politics nexus was a great piece of writing. Thanks for saying some hard things that doctors may not be able to easily say publicly.”

Dr. Jonathan Marcus, Toronto, Ont.

On the approach we take:

“I enjoy reading the thoughtful coverage of clinical information, political issues and lifestyle/social topics. Views are balanced and there isn’t an agenda—a welcome respite from most news sources.”

Dr. Mary O’Shea, Duncan, B.C.

On favourite features:

“Congratulations on your evolution to today’s great Medical Post. The features I look for...are the travel and the Spirit of Medicine.”

Dr. Ieva Neimanis, Hamilton, Ont.

2012 PUBLISHING SCHEDULE



ISSUE DATE	SPACE + MATERIAL CLOSE	SPECIAL REPORTS	SUPPLEMENTS	SUPPLEMENT SPACE CLOSE
January 17	December 15, 2011			
January 31	January 12			
February 14	January 26	IMS Top 100 Drugs		
February 28	February 8			
March 13	February 23			
March 27	March 8		Cardiology* (Clinical Practice Guide insert)	February 23
April 10	March 22			
April 24	April 4			
May 8	April 19	OTC Survey		
May 22	May 3		Dermatology* (Clinical Practice Guide insert)	April 12
June 5	May 16	Technology/EMR		
June 19	May 31		Allergy/Asthma* (Clinical Practice Guide insert)	May 10
July 17	June 27	The Sports Issue		
August 7	July 19			
August 21	August 1			
September 4	August 16	The Education Issue		
September 18	August 29			
October 9	September 20			
October 23	October 3		Diabetes* (Clinical Practice Guide insert)	September 14
November 6	October 18			
November 20	November 1	The Finance Issue	Pain Management* (Clinical Practice Guide insert)	October 11
December 4	November 15			
December 18	November 29			

* See page 8 for more information

CIRCULATION

Total average qualified circulation: 47,500 (ABC Audit, March 2011)

- 30,000 GPs/FMs
- 16,500 Specialists



2012 AD SIZES/ GROSS PAGE RATES (B/W)

	Full tabloid	Magazine	1/2 tabloid, horizontal	1/3 tabloid, horizontal	1/2 magazine, horizontal	1/2 magazine, vertical	1/4 tabloid, horizontal	1/5 tabloid, vertical
1x	\$ 7,330	\$ 4,136	\$ 3,664	\$ 2,443	\$ 2,068	\$ 2,068	\$ 1,832	\$ 1,466
6x	\$ 6,810	\$ 3,678	\$ 3,405	\$ 2,268	\$ 1,921	\$ 1,921	\$ 1,702	\$ 1,362
13x	\$ 6,518	\$ 3,548	\$ 3,259	\$ 2,172	\$ 1,847	\$ 1,847	\$ 1,629	\$ 1,304
19x	\$ 6,194	\$ 3,318	\$ 3,097	\$ 2,063	\$ 1,747	\$ 1,747	\$ 1,548	\$ 1,239
26x	\$ 5,891	\$ 3,190	\$ 2,946	\$ 1,962	\$ 1,662	\$ 1,662	\$ 1,473	\$ 1,178
39x	\$ 5,712	\$ 3,156	\$ 2,856	\$ 1,902	\$ 1,612	\$ 1,612	\$ 1,428	\$ 1,142
52x	\$ 5,652	\$ 3,060	\$ 2,826	\$ 1,884	\$ 1,595	\$ 1,595	\$ 1,413	\$ 1,131
67x	\$ 5,376	\$ 2,880	\$ 2,688	\$ 1,790	\$ 1,517	\$ 1,517	\$ 1,344	\$ 1,075
90x	\$ 5,163	\$ 2,861	\$ 2,582	\$ 1,720	\$ 1,457	\$ 1,457	\$ 1,291	\$ 1,033
112x	\$ 5,070	\$ 2,766	\$ 2,535	\$ 1,690	\$ 1,431	\$ 1,431	\$ 1,267	\$ 1,014
134x	\$ 4,838	\$ 2,700	\$ 2,419	\$ 1,611	\$ 1,365	\$ 1,365	\$ 1,210	\$ 968
156x	\$ 4,785	\$ 2,592	\$ 2,392	\$ 1,595	\$ 1,350	\$ 1,350	\$ 1,196	\$ 957
180x	\$ 4,558	\$ 2,539	\$ 2,279	\$ 1,518	\$ 1,286	\$ 1,286	\$ 1,140	\$ 912
201x	\$ 4,499	\$ 2,442	\$ 2,249	\$ 1,499	\$ 1,269	\$ 1,269	\$ 1,125	\$ 900
218x	\$ 4,256	\$ 2,343	\$ 2,128	\$ 1,417	\$ 1,201	\$ 1,201	\$ 1,064	\$ 851
235x	\$ 4,151	\$ 2,280	\$ 2,076	\$ 1,384	\$ 1,171	\$ 1,171	\$ 1,038	\$ 830

• Based on combined volume with *L'actualité médicale*

• **Pls of two or more tabloid pages: 10% discount**

• For any ad unit not listed above, please contact your account manager or visit www.addirect.sendmyad.com

COLOUR RATES

Four colour, per page

\$1,725

2nd colour (25% discount)

\$1,290

Matched colour, per page

\$775

Process colour, per page

\$610

Add colour on PI page(s) at
NO EXTRA COST

PREMIUM POSITIONS (space only)

OBC: 30%

IFC Tabloid: 25%

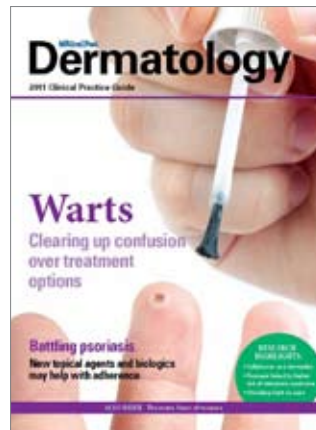
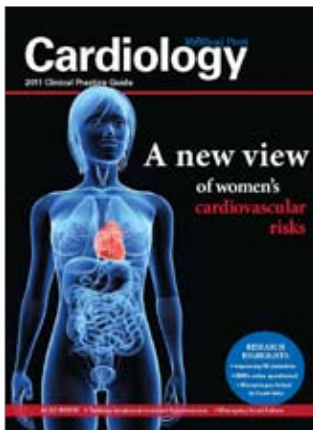
First RH Tabloid: 10%

IBC Tabloid: 10%

**Highest
Frequency
at 23x**

CLINICAL PRACTICE GUIDE SUPPLEMENTS

Our themed **tabloid** size glossy supplement inserts focusing on key therapeutic categories, bring together news, feature articles, Q&A, and much more. Targeted circulation: Primary Care GPs/FMs and related Specialists.



Topic	Issue	Space	Material
Cardiology	March 27	February 23	February 27
Dermatology	May 22	April 12	April 23
Allergy/Asthma	June 19	May 10	May 18
Diabetes	October 23	September 14	September 24
Pain Management	November 20	October 11	October 22

CONTENT

Cardiology

- Acute coronary syndrome
- New antihypertensives
- Antiplatelet therapy in the outpatient setting
- Recent research highlights

Dermatology

- Keloids and hypertrophic scars in primary care: update on management
- Childhood eczema
- Recent research highlights

Allergy/Asthma

- Review of 2011 Canadian guidelines for acute and chronic rhinosinusitis
- Differentiating between asthma and COPD
- Recent research highlights

Diabetes

- Gestational diabetes: preventing complications
- Insulin use beyond basal insulin
- Recent research highlights

Pain Management

- Treating chronic pain in elderly patients
- Safe strategies for treating pain during pregnancy
- Opioids and legal issues
- Recent research highlights

2012 Clinical Practice Guide Rates, gross

One page tabloid size, 4 colour.....\$5,880

One page magazine size 4 colour.....\$4,425

PI's run in main issue at earned rates

Premium Positions (space, tabloid size)

OBC: 15% premium

IFC: 10% premium

IBC: 10% premium

NEW

Run display 4-colour ad in same issue, supplement **AND** main issue, pay earned B&W space rate only (no colour charge) for main issue ad

EDUCATIONAL CUSTOM PUBLISHING

15+ years
custom
publishing
experience

Special educational custom publishing opportunities and turn-key solutions. Our guarantee: knowledgeable, experienced project management and an experienced team of medical editors and designers. All tabloid size, published on glossy stock for maximum exposure/awareness. National distribution, (audience segmentation available).

COLLOQUIUM

Virtual roundtable discussion among leading specialists. Emerging trends on clinical issues; balanced editorial. Print and online bundled solution for maximum timely reach and exposure.



Ask your Account Manager for rates

CLINICAL FOCUS

Proven editorial process ensures balance, timeliness and credibility. Specialist and primary care contributors along with case studies, resource information and targeted focus. Print and online bundled solution for maximum timely reach and exposure.



Ask your Account Manager for rates

MEETING REPORT

Sponsored medical meeting and conference reports from around the world and around the corner. Timely updates reported with balance and authority. Print and online bundled solution for maximum timely reach and exposure.



Ask your Account Manager for rates

CUSTOM SUPPLEMENT

Unique content and design created to meet various needs.



Ask your Account Manager for rates

EXTEND REACH

Extend your custom project with French translation in *L'actualité médicale*, and additional reach to pharmacists with *Pharmacy Practice* and *Québec Pharmacie*. We have you covered...by extension!

Includes web posting for 3 months on *CanadianHealthcareNetwork.ca*, plus print and online promotion

Ask your Account Manager for rate options

CUSTOM PUBLISHING

RX Q&A

A unique marketing option that allows manufacturers to answer physicians most frequently asked questions about their drug brand. PAAB approval included. PI extra. Print and online bundled solution for maximum timely reach and exposure.

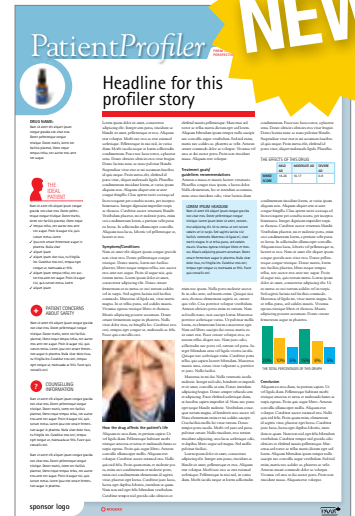


Ask your Account Manager for rates

PATIENT PROFILER

Patient Profiler is a PAAB-approved advertising feature that focuses on what physicians need to know to better understand and care for patients who may benefit from your brand. It addresses common issues and questions that patients have about therapy, and suggests ways in which physicians can help better educate their patients.

Ask your Account Manager for rates



EXTEND REACH

Extend your custom project with French translation in *L'actualité médicale*, and additional reach to pharmacists with *Pharmacy Practice* and *Québec Pharmacie*. We have you covered...by extension!

Includes web posting for 3 months on *CanadianHealthcareNetwork.ca*, plus print and online promotion

Ask your Account Manager for rate options

FRONT COVER TIP-ON INSERT

Maximum exposure

Trim Size: 5 1/2" X 10.825"

Total audience Rate: \$11,900 gross (supplied)

Ask your Account Manager for availability

Option: Rogers to print, ask your Account Manager for rates

Geo or Physician specialty target

POLYBAG OUTSERTS

Supplied

Total audience, geographical or physician specialty targeting available

Ask your Account Manager for rates based on size, weight and quantity

CANADIANHEALTHCARENETWORK.CA: THE MEDICAL POST ONLINE

WINNER
**BEST
WEBSITE**
2010 CANADIAN
PHARMACEUTICAL
DIGITAL AWARDS

**#1 Daily
visited
medical
publication
website***



Canadian **HealthcareNetwork.ca**

The Medical Post's online home is CanadianHealthcareNetwork.ca. This unique gated healthcare portal is the online community for doctors, pharmacists, nurse practitioners/nurses and healthcare managers, where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals.

Please see the CanadianHealthcareNetwork.ca web media kit for more information, including:

- Banner ads
- Enewsletters ads
- Enewsflash ads/exclusivity
- Bulletin/text/image newsletter ads
- Edirects/email
- Therapeutic category exclusivity/keyword bundles
- Custom poll exclusivity
- Microsites/profile pages
- Content section exclusivity
- Plus custom solutions - ask your account manager

* Source: PMB Medical Media Study 2011, English

Why I visit CanadianHealthcareNetwork.ca

"The online version with email is a great addition now."

—Dr. Douglas Crawford, Barrie, ON

"I had never heard of this (new MS treatment) until I read it in the Medical Post online and since then, I hear about it all over the place."

—Dr. Deborah Goldbloom, Vancouver, BC

"Appreciate I can now get a online synopsis. Easy on the eyes and easy to digest."

—Dr. Kent Stobart, Edmonton, AB

ROGERS ONLINE RESEARCH



The Rogers Healthcare inter-professional portal, CanadianHealthcareNetwork.ca has 80,000 registrants on this gated site, including physicians (GPs, Specialists, Residents), pharmacists (retail, hospital plus pharmacy technicians), nurses (including Nurse Practitioners), and Healthcare Managers (hospital executives, government). Use the Rogers Research Division to survey any or all of the above target audiences.

Use research to build original content into effective, insightful and engaging intelligence, communications, marketing or loyalty programs

Rogers Market Research and Client Services Group offers turnkey solutions to position our clients as industry leaders through:

- Access to the right audiences
- Collection of actionable data
- Credible third-party research
- Brand positioning through sponsorship

Rogers Market Research and Client Services Group customizes market research to meet clients' intelligence needs, including:

- Corporate or sales strategy
- Market share
- Competitive intelligence

**The only research group of its kind in Canada with incomparable B2B vertical and Consumer expertise
Over 1000 B2B and consumer projects conducted since 2004**

- Extensive team of research professionals
- Knowledge to create unique research opportunities
- Led by Tricia Benn, Senior Director Market Research, Board of Directors for National MRIA B2B Committee

Access to an extensive team of research professionals to support any materials developed based on the research:

- Advisory boards and roundtables
- Advertorials
- Creative development
- E-bulletins
- Editorial content
- Events
- Social media
- Web development

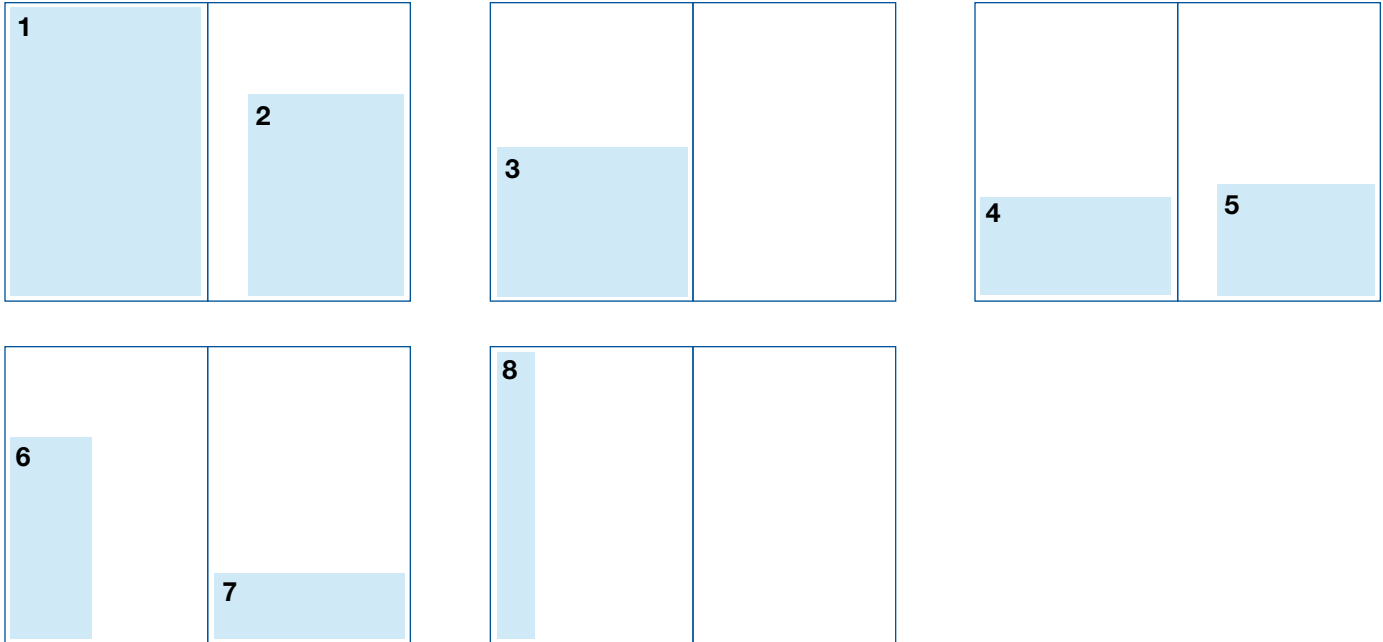
Proposed research forms the foundation for positioning our clients as an organization that provides value to their customers. Specifically, the research will be used to create:

- Relevancy
- Editorial involvement and credibility
- Consumer engagement that is not Client centric messaging
- Thought leadership
- Promotional and in-person opportunities

Ask your Account Manager for more information as well as a case study presentation on how to use our research expertise

MEDICAL POST MECHANICAL SPECIFICATIONS

Tabloid format



STANDARD UNIT SIZE IN INCHES

	AD SIZE	WIDTH	DEPTH
1	Full Tabloid	10-13/16"	16-5/8"
2	Magazine	7-7/8"	10-3/4"
3	1/2 Tabloid Horizontal	10"	8"
4	1/3 Tabloid Horizontal	10"	5-1/2"
5	1/2 Magazine Horizontal	7-7/8"	5"
6	1/2 Magazine Vertical	4"	10-3/4"
7	1/4 Tabloid Horizontal	10"	4"
8	1/5 Tabloid Vertical	1-7/8"	16"

NOTES:

Type safety: 3/8"

All type matter or illustration material not intended to bleed to be kept 3/8" from publication trim. Publisher reserves the right to crop 3/16" to allow for variation of trim size and grind off.

For templates and other sizes, visit <https://addirect.sendmyad.com/>



MEDICAL POST MECHANICAL SPECIFICATIONS

FOR FULL PAGE ADVERTISERS:

- Allow 1/8" (3 mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 11" W x 16-7/8" D
- Double page ad size including bleed measures 21-7/8" W x 16-7/8" D

TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter on each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

METHOD OF PRINTING

Offset / halftone screen is 133 lines

METHOD OF BINDING

Saddle stitch / binds to the head

DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF /X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at <https://addirect.sendmyad.com/>. Check www.rogersdigitalads.com or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Production charges apply for material not to specifications or for alterations.

SHIP PROOFS TO:

The Medical Post
Attention: Michael Finley
One Mount Pleasant Road, 7th Floor
Toronto, Ontario, M4Y 2Y5

STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all physical material supplied if not requested within 3 months from the last time of use.

SUPPLIED INSERTS

- Inserting charge: \$3,000 (non-commissionable)
- Single leaf inserts – minimum paper weight is 70lb. and maximum is 80lb. (text) (between forms)
- Multiple page inserts – minimum paper weight is 45lb. and maximum weight is 70lb.
- Contact Production Manager for insert specifications and shipping instructions.

GATEFOLD/REGIONAL/SPECIALITY ADVERTISING/POLYBAGGING/PRINTING

Contact your Account Manager for information on these and other special requirements.

ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit www.rogerspublishing.ca/environmental

COMMISSIONS

- Agency Commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

GENERAL

- Advertiser and agency agree that The Medical Post shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.



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The
Medical Post

ROGERS™
HealthcareGroup

A division of Rogers Publishing

The
Medical Post

pharmacy
practice

Drugstore
Canada

Canadian
Healthcare
manager

Canadian
HealthcareNetwork.ca

L'ACTUALITÉ
médicale

Québec Pharmacie

L'ACTUALITÉ
pharmaceutique

ProfessionSanté.ca